



You can have personal telecommunications.

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October 30, 2007

Beth O'Donnell, Executive Director  
Public Service Commission  
State of Kentucky  
211 Sower Blvd  
Frankfort, KY 40602

VIA FEDERAL EXPRESS

RE: Case No. 2006-00357

Ms. O'Donnell,

Enclosed are an original and twelve (12) copies of West Kentucky Rural Telephone Cooperative's Proposed Consumer Education Plan on the New Area Code.

WEST KENTUCKY RURAL TELEPHONE  
COOPERATIVE CORPORATION, INC.

A handwritten signature in cursive script that reads 'James G. Stokes'.

James G. Stokes, Controller  
For

Trevor R. Bonnstetter, CEO

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

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OCT 31 2007  
PUBLIC SERVICE  
COMMISSION

In the Matter of:

THE APPLICATION OF NANPA ON BEHALF OF THE )  
KENTUCKY TELECOMMUNICATIONS INDUSTRY ) CASE NO.  
FOR APPROVAL OF NPA RELIEF PLAN FOR THE ) 2006-00357  
270 NPA, AND NUMBER CONSERVATION )  
MEASURES WITHIN KENTUCKY )

West Kentucky Rural Telephone Cooperative's  
Proposed Consumer Education Plan on the New Area Code  
To Split the existing 270 Area Code  
In the Commission's Order dated June 15, 2007

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West Kentucky Rural Telephone customers should get significant exposure to the larger LEC's regional and statewide advertisements on the dialing changes associated with the area code split. To supplement these regional and statewide consumer education programs, West Kentucky Rural Telephone Cooperative's proposed education plan consists of two complete advertising campaigns, direct mailings and business office education.

- **ADVERTISING CAMPAIGN**

One campaign will begin simultaneously with the implementation of permissive dialing and the other will begin one month prior to the implementation of mandatory dialing.

Each campaign will include the following:

- Detailed bill inserts sent to all customers prior to July 1, 2008
- Detailed newspaper ads in each of our service areas for one (1) week prior to the time permissive dialing (June 24, 2008) and mandatory dialing (TBD) are effective.
- Thirty second radio spots in each of our market areas for a specified period of time near or at the time of permissive and mandatory dialing.

- **DIRECT MAILINGS**

Our customers will be notified with direct mailings in the form of our quarterly newsletter prior to the dates of permissive and mandatory dialing.

COMMONWEALTH OF KENTUCKY

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• **BUSINESS OFFICE EDUCATION**

To take advantage of the significant volume of our customers who come into our business offices each month, we will communicate the dialing changes by:

- Posters will be displayed prominently in the business offices of the proposed area code changes identifying the permissive dialing and the mandatory dialing date.
- Office employees will be trained on giving advice about the dialing changes to any customers, new and existing, who visit our office.
- Outside employees will be trained on giving advice about the dialing changes to any customer with whom they come in contact in the field.

Written this 29<sup>th</sup> day of October, 2007, in Mayfield, Kentucky.

West Kentucky Rural Telephone  
Cooperative Corporation, Inc.



Trevor R. Bonnstetter, CEO